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ORIGINATORS. GROWERS
AND INTRODUCERS OF
NEW DECORATIVE
AND
FLOWERING PLANTS

SEEDS, BULBS,
PLANTS

ORIGINATOR OF ANTIRRHINUM NELROSE, FLETCHER'S
GIANT FREESIA AND OTHER STERLING NOVELTIES

ESTABLISHED 1892

F. W. FLETCHER & CO., Inc.

III
F. W. FLETCHER, PRESIDENT

AUBURNDALE, MASS.

SPECIALTIES:
ANTIRRHINUMS
DELPHINIUMS
FREESIAS
MARGUERITES

TELEPHONES

FLETCHER'S NEW ANTIRRHINUMS AND DELPHINIUMS

To the Seed Trade:-

For a number of years our Mr. F. W. Fletcher has been carefully and successfully cross-breeding and improving these beautiful flowers. Antirrhinum Nelrose, one of our first introductions, has been awarded more than fifty cups, medals and first prizes, in the United States, Canada, England, Scotland, France and Holland. Our other varieties have never been beaten on the exhibition table. All varieties listed were originated here and have been tested in different localities, so that we offer them in perfect confidence that they are the world's best in their respective colors.

All Antirrhinum seed is greenhouse-grown and hand-picked. Our stock plants were all grown from cuttings and are perfectly true to type, thus ensuring the purest seed possible. They cost more than field-grown seeds, grown from seedling plants, and they are well worth the difference. Discriminating seedsmen, who value quality more than quantity should list these new Winter-flowering varieties, which are equally valuable for bedding purposes.

ANTIRRHINUMS

NELROSE (silver pink)—We find as much call for this as for all other kinds combined. It is the one great money maker under glass. Our Nelrose seed is grown in a separate house and will come as true as is possible. A fine bedder.

PHELPS' WHITE.—The standard, and most popular white ever introduced.

ENCHANTRESS.—Introduced last year. - Soft Enchantress pink. Strong grower and profuse bloomer.

PEACH BLOW.—The color is indicated by name. Dwarf, compact habit, (short crop).

BRONZE BEAUTY.—A pleasing combination of colors. Flowers in good demand by best stores. A popular bedding variety.

CHOICE MIXED.—(intermediate) All varieties listed above, also, newest varieties from Suttons, Dobbie, and Watkins & Simpson. The choicest mixture ever offered.

Trade packets of about 1200 seeds, 50c.

Retail packets of about 200 seeds, 10c.

To seedsmen, 50% from above prices.

DELPHINIUMS

FLETCHER'S HYBRIDS.—Silver Medal from Massachusetts Horticultural Society. There may be better, but, if so, they are not on the market. Colors range from pure white to darkest purple, in singles, semi-doubles and doubles, with extra large flowers. A good percentage of the popular light iridescent shades.

BELLADONNA HYBRIDS.—First-class Certificate from Massachusetts Horticultural Society. All existing colors in this popular section.

Price to seedsmen: \$5 per ounce, net.

Fresh seed, ready for immediate delivery. Limited supply.

Very truly yours,

F. W. FLETCHER & CO. Inc.

November 25, 1917

